

REUSING THE SAME HARDWARE PLATFORM
BY LOADING DIFFERENT APPLICATION
SOFTWARE FROM A MEMORY STICK

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ABSTRACT OF THE DISCLOSURE

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The present invention provides a system, method, and apparatus for providing enhanced functionality to a digital terminal device, such as a set top box configured with a default application program. In one embodiment, the present invention is comprised of a media receiving apparatus. The media receiving apparatus is communicatively coupled to and is integral to the form factor of a set top box. In the present embodiment, the media receiving apparatus is adapted to receive a digital storage media, such as a memory stick. In the present embodiment, the media receiving apparatus is further comprised of an accessing mechanism coupled to the media receiving apparatus. The accessing mechanism is adapted to access the data disposed within a received digital storage media. In the present embodiment, the present invention is further comprised of a relaying mechanism coupled to the media receiving apparatus. The relaying mechanism is adapted to relay the data contained within a digital storage media to a digital terminal device, such as a set top box. In the present embodiment of the present invention, the data contained within the digital storage media is an alternative application software program, configured as a stand-alone, corrective, or upgrade application program to be utilized in a digital terminal device such as a set top box.